



UpStart in the San Francisco Bay Area

BRINGING BOLD JEWISH
IDEAS TO LIGHT

UPSTART

upstartlab.org





People think that the Bay Area suffers from low engagement with Jewish life and Israel. UpStart taught me that Bay Area Jews do want to connect with Jewish life — they're just looking for more innovative modes of engagement. UpStart helped me see that the Bay Area is a rich Jewish ecosystem for doing just that.

**JULIE HAMMERMAN, EXECUTIVE DIRECTOR, JLENS
UPSTART VENTURE NETWORK MEMBER**

The San Francisco Bay Area is known worldwide for its spirit of innovation, risk-taking, and creativity. Since UpStart was founded here in 2007, this do-it-yourself culture and entrepreneurial leadership has inspired the Jewish world, too. As UpStart's birthplace, the Bay Area Hub—home to dozens of entrepreneurs and ventures—continues to thrive and lead the way a decade later.

The Bay Area is often the first stop for leaders looking to understand what's next in the broader Jewish community, and who's solving today's challenges. **UpStart supports these groundbreaking entrepreneurs and institutional leaders**, bringing our strategic training, connections, and financial investment to help them drive breakthroughs on our community's biggest challenges.

This all adds up to a community rich with offerings, from a *beit midrash* full of creative art-making to an urban farm to a sports camp infused with Jewish values...all providing a growing number of people with meaningful connections to our tradition.

As this landscape shifts, we continue to ramp up our investment in key levers of change. Building on our powerful institutional change work, we're proud to bring UpStart's Change Accelerator to the Bay Area, empowering an increasing network of resilient and creative leaders working within our established organizations.

We look forward to finding new ways to partner with local funders and philanthropists to unleash the Bay Area's potential, and to illuminate new paths that will inspire the rest of the country.

We can't do this work without you. Read on to see how your partnership can fuel vibrant Jewish life in the Bay Area, and **explore the bold leaders** we're supporting who are shaping the place we call home.



Warmly,

Samantha
Samantha Zellman
Innovation Lead, Bay Area

Our Core Offerings



DREAM

Design Labs help leaders spark and test new ideas



GROW

Accelerators scale the success of something promising



BUILD

Sprints & Workshops develop entrepreneurial capacity while advancing an existing venture or solution



SUSTAIN

Alumni Programs elevate leaders and ventures to ensure lasting impact

Our Partnership With You

Building a robust partnership with funders on the ground is critical to the success of Jewish life in the San Francisco Bay Area. UpStart's increased support of the region's Jewish organizations and leaders will enhance the ecosystem, fostering more collaboration and bringing more creative ideas to light. Together, our partnership means sharper tools and a more robust network that allow professionals, lay leaders, entrepreneurs, and others to imagine and grow the change we wish to see in the future.

Explore the bold Jewish ideas we're bringing to light in the Bay Area.



When I heard about UpStart, it sang to my soul. UpStart is behind the most relevant organizations and leaders solving the most urgent challenges facing Jewish communities...giving them sharp, creative tools to respond to how rapidly our world is shifting.

MARK ACHLER
UPSTART BOARD MEMBER



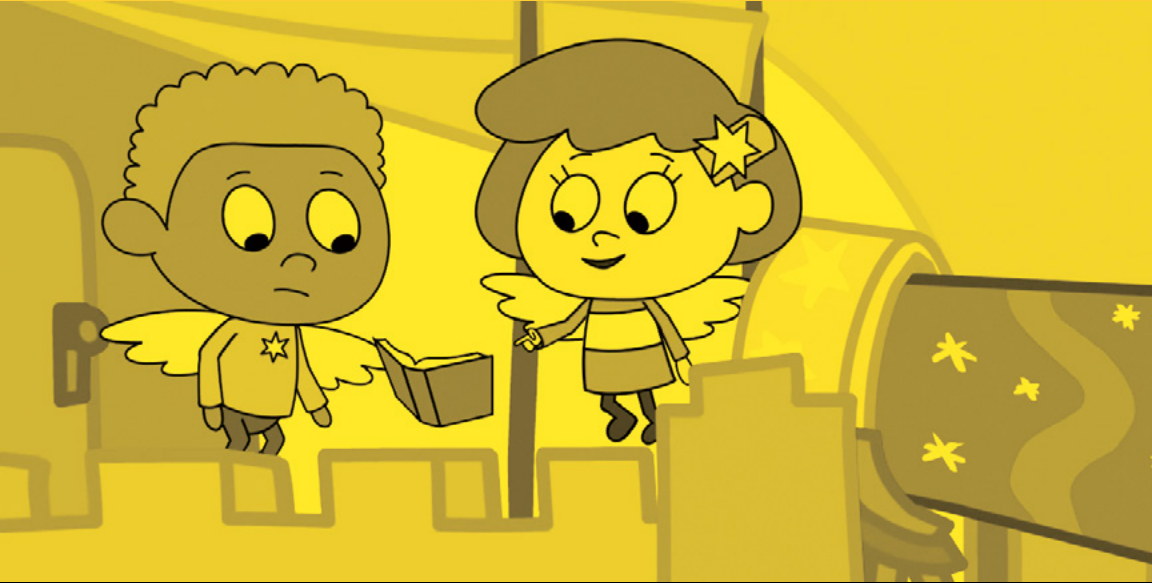
Venture
Accelerator

UpStart's Accelerator has been essential to our growth. We would not have progressed so far without the connections Upstart has helped us make. The ongoing feeling of support and like we have a team behind us has been crucial along the roller coaster of a new start-up.

RABBI ADINA ALLEN & JEFF KASOWITZ
FOUNDERS, THE JEWISH STUDIO PROJECT
UPSTART VENTURE ACCELERATOR COHORT 8

About the Venture Accelerator

Many of our community's most entrepreneurial leaders and visionaries have deep wells of knowledge about our tradition...but often lack the business know-how to take their organizations to the next level. The Venture Accelerator, UpStart's flagship program, provides a select cohort of the most promising Jewish ventures with the necessary training, connections, and funding to activate a plan for sustained growth and impact. [Explore the nine organizations that are making waves across northern California and nationally.](#)



A WIDER BRIDGE

San Francisco, CA · awiderbridge.org

BOLD JEWISH IDEA Create equality for and within Israel through LGBTQ inclusion and constructive engagement.

TYLER (TYE) GREGORY
Executive Director



A WIDER BRIDGE

BIMBAM

Bay Area, CA · reformjudaism.org

BOLD JEWISH IDEA Spark connections to Judaism through digital storytelling.

SARAH LEFTON
Founder

bimbam



EDAH - STUDIO 70

Berkeley, CA · studio-70.org/edah

BOLD JEWISH IDEA Empower children to chart their own course through Hebrew immersion, experiential education, and inquiry-based learning.

RABBI YOSHI FENTON
Executive Director



EMBODIED JEWISH LEARNING

Berkeley, CA · embodiedjewishlearning.org

BOLD JEWISH IDEA Experience Jewish wisdom through movement practices that nourish people's minds, bodies, hearts, and souls and empowers them to fully embody and express their unique role in creating positive change for our world.

JULIE EMDEN
Founder





JCC MACCABI SPORTS CAMP

Atherton, CA · maccabisportscamp.org

BOLD JEWISH IDEA Build strong character and Jewish community through sports.

JOSH STEINHARTER
Executive Director



JEWISH PARTISAN EDUCATIONAL FOUNDATION

San Francisco, CA · jewishpartisans.org

BOLD JEWISH IDEA Bring the celebration of Jewish partisans' heroic resistance against tyranny into educational and cultural organizations.

MITCH BRAFF
Founder





JEWISH STUDIO PROJECT

Berkeley, CA · jewishstudioproject.org

BOLD JEWISH IDEA Activate creativity in individuals and communities to make life more meaningful, our tradition more vibrant, and the world more just.

JEFF KASOWITZ
Co-founder & Executive Director

RABBI ADINA ALLEN
Co-founder & Creative Director



JLENS

Bay Area, CA · jlensnetwork.org

BOLD JEWISH IDEA Explore a Jewish lens on investing, and serve as the bridge between the Jewish community and the values-based impact investing movement.

JULIE HAMMERMAN
Founder & Executive Director





THE KITCHEN

San Francisco, CA · thekitchensf.org

BOLD JEWISH IDEA A connected, spiritually-alive Jewish generation and a new resonant approach to religious life in San Francisco.

RABBI NOA KUSHNER

Founding Rabbi

THE KITCHEN

HAMAQOM | THE PLACE (FORMERLY LEHRHAUS & KEVAH)

Bay Area, CA · hmqm.org

BOLD JEWISH IDEA Help like-minded Jews create their own learning communities. Kevah Groups is now part of HaMaqom | The Place.

JAIMIE BAXTER

Kevah Groups Director
& COO of HaMaqom





ROSH PINA

Bay Area, CA · rpcornerstone.org

BOLD JEWISH IDEA Support Jewish institutions to think deeply and intentionally about inclusion of people with disabilities by inspiring them and offering concrete solutions and strategies.

**ELANA
NAFTALIN-KELMAN**
Founder & Director



URBAN ADAMAH

Berkeley, CA · urbanadamah.org

BOLD JEWISH IDEA An educational farm and community that integrates the practices of Jewish tradition, mindfulness, sustainable agriculture and social action.

ADAM BERMAN
President & Executive Director





WILDERNESS TORAH

Berkeley, CA · wildernesstorah.org

BOLD JEWISH IDEA Awaken and celebrate the earth-based traditions of Judaism to nourish the connections between self, community, earth, and spirit.

RABBI ZELIG GOLDEN

Co-founder
& Executive Director



These ventures are part of our network of nearly 100 groundbreaking organizations across the country.



West Coast Sprint

During the Lab portion of the Sprint, I never felt out of my depth but did feel challenged enough to learn. The fact that you provide support and encouragement on so many fronts fills me with confidence that this project will succeed!

JONATHAN FURST, FOUNDER
DERECH HAARETZ OUTDOOR YESHIVA
WEST COAST SPRINT PARTICIPANT

About the West Coast Sprint

These Sprints combine immersive training and wraparound support so our community's risk-takers can test and iterate on their venture. The Bay Area's first cohort welcomed 5 distinct ventures to dive deep into product-market fit and financial models—crucial building blocks to begin scaling up. This program develops leaders and ventures so they can be successful applicants to the Venture Accelerator.



ATIQ: JEWISH MAKER INSTITUTE

Berkeley, CA · atiqmakers.org

BOLD JEWISH IDEA Empower people of all ages to craft sacred material culture that deepens personal paths of meaning within Jewish tradition.

ADINA POLEN
Founder



BISHULIM BAY AREA

Bay Area, CA · bishulimsf.com

BOLD JEWISH IDEA Educate people about the culture and history of Israel through unique culinary experiences.

ALIZA GRAYEVSKY SOMEKH
Founder



DERECH HAARETZ OUTDOOR YESHIVA

Woodacre, CA

FEMINISM ALL NIGHT

Oakland, CA · feminismallnight.com

BOLD JEWISH IDEA Help people cultivate a direct personal experience of the Divine in the living world through intermediate and advanced training in Jewish Earth-based spirituality, wilderness skills, ancestral arts.

JONATHAN FURST

Founder



BOLD JEWISH IDEA A communal educational project modeled after Shavuot and a feminist beit midrash accessible to all.

HADAR COHEN

Founder





ILLUMINOSHI

Oakland, CA · illuminoshi.com

BOLD JEWISH IDEA A not-so-secret society of Bay Area food professionals who identify as Jewish in some way, supporting each other.

ALIX WALL
Co-Founder





Overall, our work with UpStart has enabled me to become a more confident leader in the Jewish community, and I think it has served to accelerate the progress we have made in putting A Wider Bridge “on the map” in the Jewish world, both here in the Bay Area, around the U.S., and in Israel.

ARTHUR SLEPIAN, FOUNDER &
EXECUTIVE DIRECTOR, A WIDER BRIDGE
UPSTART VENTURE NETWORK MEMBER

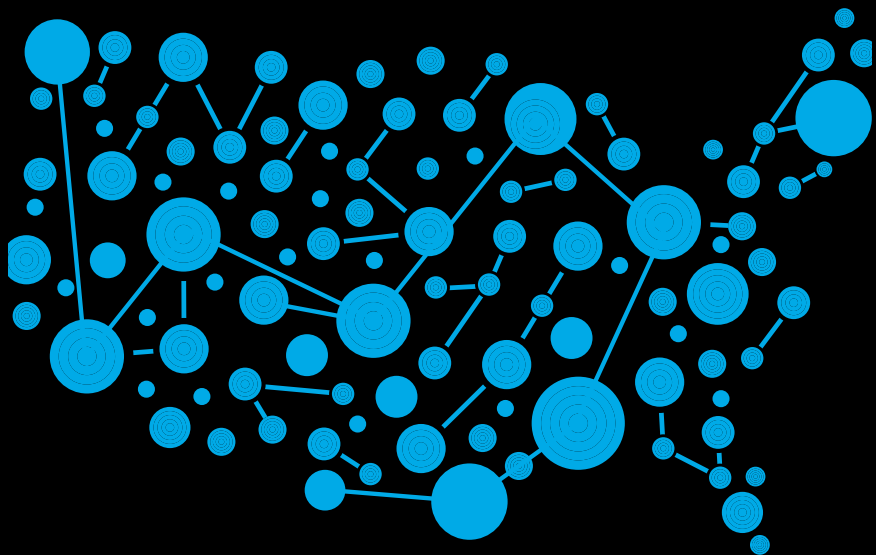


Change Accelerator

Our community's *intrapreneurs* (leaders with the entrepreneurial drive to create institutional change) want to meet the evolving needs of their constituents, but often lack the authority, adaptive skills, and supportive network to make it happen.

UpStart's Change Accelerator equips Jewish communal leaders with the practical skills to identify and launch the bold initiatives that will meet their community's needs...ensuring that the very institutions who make up so much of the landscape continue to thrive.

The Bay Area Change Accelerator will be launching in winter 2019.



The Bay Area's boldest leaders are part of a national network of changemakers. Since UpStart's inception, we've worked with more than 5,000 entrepreneurs and institutional change agents, developing a pool of creative, adaptive, and resilient leaders who are poised to build the Jewish community of tomorrow. We're so grateful for your support to keep expanding Jewish life across the country.

UpStart partners with the Jewish community's boldest leaders to expand the picture of how Jews find meaning and how we come together.

Whether someone is starting a new Jewish venture or reimagining what an existing one has to offer, UpStart gives them the entrepreneurial tools and network they need to build the Jewish community of the future.

Reach out! We'd love to hear from you.

 [upstartlab](#)

 [@upstartlab](#)

 [@upstartlab](#)

 [company/upstart-lab](#)

[upstartlab.org](#) [donate@upstartlab.org](#)

UPSTART